



**MINUTES
CITY OF LAWDALE
PARKS, RECREATION AND SOCIAL SERVICES COMMISSION
REGULAR MEETING – JANUARY 13TH, 2020**

A. CALL TO ORDER AND ROLL CALL

Chairperson Harbison called the meeting to order at 7:12 p.m. in the City Hall Council Chamber, located at 14717 Burin Avenue, Lawndale, California.

Members Present: Chairperson Erica Harbison
 Vice Chairperson Daniel Woods
 Commissioner Shirley Rudolph
 Commissioner Madonna Sitka

Members Absent: Commissioner Christina Carroll

Others Present: Mike Estes, Director of Community Services

B. FLAG SALUTE

Commissioner Woods led the commissioners and those in attendance in the flag salute.

C. APPROVAL OF DECEMBER 9TH, 2019 MINUTES

Commissioner Rudolph made a motion, seconded by Commissioner Sitka, to approve the minutes of December 9th, 2019, as written.

Motion carries 4–0 (Commissioner Carroll absent)

D. PRESENTATIONS

None.

E. ITEMS FROM CITIZENS

None.

F. ITEMS FROM COMMUNITY SERVICES STAFF

1. 8th Annual Lawndale Blues Festival Event Details:

Director Estes suggested to the PRSSC that we discuss and affirm the event details such as date, time, location and number of bands for the 8th annual event. In addition, Director Estes provided the PRSSC with a brief historical recap of the event as it relates to previous festival times, dates, locations, etc.

After some discussion, the PRSSC suggested the following event details:

Event Date: Saturday, September 12th
Event Location: Jane Addams Park
Event Time: 12:00 p.m. (Gates open at 11:00 a.m.)
Number of Bands: Four or five (Potentially a warm up band taking stage at 11:00 a.m.)

The Lawndale stage band, or some other school band was mentioned as one idea to get the event started at 11:00 a.m.

Director Estes informed the PRSSC that the survey will be presented to the City Council on January 6th at which time it is likely there will be discussions and hopefully direction will be provided. As well, they will likely provide direction regarding the funding of the event and I am suspecting that the City Council may request that this body fund this event.

2. Lawndale Blues Festival Band Selection:

Director Estes reported to the PRSSC that he has been in discussion with a number of bands interested in playing at the event and arrangements have been made for the following bands to perform at the September 12th event: 1) Diana Rein; 2) Guitar Shorty; 3) Shari Puerto Band; and 4) SmackDaddy Blues Band. The possibility of securing a fifth band was discussed as well. This determination will be made at a later date.

3. Music Festival Survey:

Director Estes reviewed the results of the music festival survey inquiring what type of second music event that the community was interested in seeing. The survey was active from November 12, 2019 to December 9th, 2019. Director Estes reported the following resources that were used to drive the community to the survey site: 1) City Facebook page; 2) City Website; 3) Channel 22 Cable Television; 4) mass email blast to approximately 8,000 individuals from the Community Services Department registration software program; 5) digital marquee adjacent to the 405 south freeway; and 6) 10 A-frame signs placed at various City and recreation facilities, including the library.

Director Estes also reported the following: 1) 188 surveys were completed; 2) the preferred music genres' in order of preference were: a) Latin/Salsa; b) 80's Rock; c) Jazz; and d) Pop; 3) Potential Additional Events in order of preference: a) Concerts in the Park Series; b) Two-day festival; c) One-day festival; d) no additional music festival; 4) potential dates in order of preference; a) July; b) June; c) May; d) August; and 5) estimated fiscal impacts of each event.

4. PRSSC Funding of Lawndale Music Festival:

Director Estes reported that following the presentation to the City Council on January 6th, the council determined that the event should be financed by the PRSSC. After some discussion, the PRSSC was uncertain whether they would be able to fund this event over the long term. In addition, the fundraising aspect was discussed as a potential hindrance. However, Director Estes informed the PRSSC that he will get a clarification as it pertains to the fundraising aspect.

5. Inaugural Music Festival Event:

Director Estes suggested that the PRSSC set event details for the inaugural Lawndale Music Festival that was added to the City's menu of special events at the January 6th City Council

meeting. After some discussion, the following events specifics were determined by the PRSSC:

Event Date: Saturday, July 18th, 2020
Event Location: Jane Addams Park
Event Time: 12:00 p.m. (Gates open at 11:00 a.m.)
Number of Bands: Four (Potentially a warm up band taking stage at 11:00 a.m.)

Director Estes confirmed that he has been in contact with some bands that have are interested in playing in Lawndale and will move forward with making arrangements to secure bands and negotiating performance costs.

6. 2020 Fireworks Stand Application Materials:

Director Estes reported to the PRSSC that the application for facilitating a fireworks stand for 2020 have been released and are due at the end of the month. After some discussion, it was learned that Chairperson Erica Harbison had already completed the application, so this item became moot and there were no further discussions regarding this item.

7. PRSSC Fireworks Stand Fundraising Program:

Director Estes informed the PRSSC of the following as it pertains to the 2020 fireworks stand fundraising program: 1) Assistant Superintendent Ron Hacker was spoken to recently about the potential of using the Lawndale High School Performing Arts Center parking lot for a fireworks stand in June and July 2020; 2) in 2011 this location was used for a fireworks stand by a school club; 3) the school district offered the parking lot for \$150.00 per hour for hours that the program will be operational; 4) This rate will have to be paid by the pyrotechnic company selected to provide product for the fundraising program; 5) initial discussions with Maria Ortiz of TNT Fireworks took place; however, their reaction was lukewarm; and 6) TNT's best offer at this time would be 50% of the rate at which the property would cost, or approximately \$5,000 for approximately 66 hours of property use. This offer was based upon the fact that the revenue numbers were low when that property was last used in 2011.

After some discussion, it was suggested that the City should open up the competition to a second pyrotechnic company such as Phantom Fireworks. There was some discussion about what fees are being paid for properties used by other qualified organizations; however, that information is not readily available and it is unlikely that the pyrotechnic companies would disclose such information out of fear that their costs would climb.

Director Estes suggested that the City distribute a Request for Proposal (RFP) to both pyrotechnic companies and see what we get in return.

There were some discussions about returning to the property at Pep Boys if this situation gets to be too costly to the PRSSC.

8. PRSSC Resolutions for Expenditures

Director Estes provided the Resolutions for Expenditures spreadsheet and reviewed the current year expenses. There were discussions about donation amounts provided to the Holiday Basket program in the past.

9. Potential PRSSC Expenditure, Lawndale Council PTA Holiday Basket Program:

Director Estes mentioned that it is time to discuss the annual winter donation to the Holiday Baskets Program. After some discussion, the amount identified for this particular donation is \$2,500.00. Director Estes conformed he will have a purchasing resolution available at the January 27th, regularly scheduled meeting.

G. PARK IMPROVEMENTS AND FACILITIES UPDATE

No report.

H. ITEMS FROM COMMISSIONERS

No items submitted.

I. SPECIAL EVENTS UPDATE

10. Lawndale Youth Day Parade Update:

Director Estes reported the following regarding the Youth Day Parade event planning: 1) the artwork was judged by the committee; 2) Noam Anika Taylor, third grade student at Mark Twain Elementary School created the winning artwork; 3) there are currently no registrations; 4) the City will be partnering with the Lawndale Elementary School District again this year to host the Spring Extravaganza in conjunction with the Youth Day Parade.

J. MISCELLANEOUS

11. Individual Comments from Commissioners:

Two commissioners attended the initial fireworks meeting this past evening.

K. AGENDA ITEMS FOR NEXT REGULARLY SCHEDULED MEETING

- 12. 8th Annual Lawndale Blues Festival
- 13. McKenzie Gardens Volunteer Work Project Update (TBA)

L. ADJOURNMENT

Chairperson Harbison adjourned the meeting at 8:51 p.m. to a regularly scheduled meeting to be held on Monday, January 13th, 2020, at the Lawndale City Hall Council Chamber located at 14717 Burin Avenue.

Erica Harbison, Chairperson

Attest:

Mike Estes, Director of Community Services